

Strategic Marketing: Expert Insights for Thriving in a Challenging Market

Panel Open Forum Discussion for Marketers in the Hospitality Industry

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SERIES

The **Heart** of Hospitality



Kate Berge

Lead Senior Account Manager

Been with TravelNet Solutions since 2019. Comes from a hospitality background with event planning, marketing, and sales experiences for over 10 years. Leads the team of Digital Marketing Account Managers at TravelNet Solutions and manages strategic marketing for clients all over the nation and Europe.

Marketing Panel Introduction



Kris Holm
Senior Account Manager
TNS



Heather Haire
CRO
Cape & Coast Premier
Properties



Billy Widner
CMO
Brett-Robinson



Brandon Thomas
Chief Expansion Officer
Moose Management Vacation
Rentals Park City

Let's Chat About...

- Overview of economic landscape
- Latest Trends and adapting to them
- Economic challenges (inflation, reduced travel budgets, competition)
- Impact on customer expectations and behaviors
- Success Stories
- Q&A

Challenges in a Down Market

- Economic Impact
 - Challenges
 - Effect on marketing budgets and strategies
- Strategic Responses
 - Cost-effective marketing tactics (social media, content marketing, partnerships, paid ads, email, etc)
 - Innovative approaches from panelists

Guest Engagement & Loyalty

Guest Engagement and Retention

- Enhancing engagement and loyalty
- Personalized marketing and guest experience

Collaborations and Partnerships

- Examples of successful collaborations
- Benefits and success stories

Digital Marketing Tactics

- Email marketing, conversion tools, retargeting, etc

Key Takeaways

What We Learned

- **Spotting Trends:** Keep up with trends like last minute getaways, shorter stays, and digital shifts to stay relevant.
- **Handling the Economy:** Use smart, budget-friendly marketing strategies to deal with inflation and tighter travel budgets.
- **Smart Strategies:** Rely on data to fine-tune your marketing and connect with customers in meaningful ways.
- **Digital Tools:** Use digital marketing (SEO, PPC, social media, email) to stay ahead of the competition.
- **Team Up:** Look for partnerships to boost your reach and resources.

Why Marketing Matters More Than Ever

- In tough times, marketing is your secret weapon. It's essential for standing out, keeping customers engaged, and building loyalty.

Final Thoughts

- Stay flexible and keep your marketing basics in mind while embracing new strategies.



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